Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A method, comprising:

receiving a search query;

determining a geographic location associated with the query;

determining a topic associated with the query;

determining a location sensitivity score that corresponds to a geographic range associated with at least one of the topic query or a user issuing the query;

determining topical scores for a set of documents based, at least in part, on the query;

determining a distance score for each document in the set of documents based, at least in part, on the location sensitivity score and a distance between a geographic location associated with the document and the geographic location associated with the query; and

ordering the set of documents as a function of both the topical scores [[of]] for the set of documents and the distance scores [[of]] for the set of documents.

2.   (canceled)

3.   (original) The method of claim 1, wherein the function depends on the topical score and the distance score of each document in the set of documents.

4.   (currently amended) The method of claim 1, wherein the topical score is higher

for a more relevant [[ones]] one of the documents than a less relevant one of the documents, and

[[a]] the distance score is higher for [[ones]] one of the documents with a document the

geographic location associated with the document nearer to the geographic location associated

with the query than another one of the documents with the geographic location further from the

geographic location associated with the query.

5.   (original) The method of claim 4, wherein the function is a monotonic function of

the topical scores and a monotonic function of the distance scores.

6.   (previously presented) The method of claim 1, wherein the distance score is a

monotonic function of the distance.

7.   (original) The method of claim 1, wherein the ordering the set of documents

further comprises weighting the topical scores and the distance scores.

8.   (original) The method of claim 7, wherein a topic weight is applied to the topical

scores and a distance weight is applied to the distance scores.

9.   (original) The method of claim 8, wherein the topic weights vary for different

ones of the topical scores and the distance weights vary for different ones of the distance scores.

10.   (previously presented) The method of claim 9, wherein at least some of the weights vary based, at least in part, on the query.

11.   (currently amended) The method of claim 9, wherein at least some of the weights vary based, at least in part, on one of [[a]] the topic or a keyword associated with the query.

12.   (original) The method of claim 1, wherein a first document in the set of documents includes a corresponding first topical score and first distance score, a second document in the set of documents includes a corresponding second topical score higher than the first topical score and second distance score lower than the first distance score, a third document in the set of documents includes a corresponding third topical score higher than the first topical score and third distance score lower than the first distance score; and

wherein the ordering the set of documents includes ordering the second document higher than the first document and the third document lower than the first document.

13.   (original) The method of claim 1, wherein a first document in the set of documents includes a corresponding first topical score and first distance score, a second document in the set of documents includes a corresponding second topical score lower than the first topical score and second distance score higher than the first distance score, a third document in the set of documents includes a corresponding third topical score lower than the first topical score and third distance score higher than the first distance score; and

wherein the ordering the set of documents includes ordering the second document higher

than the first document and the third document lower than the first document.

14.   (currently amended) The method of claim 1, wherein the ordering the set of

documents includes:

generating an overall score for each of the documents in the set of documents ~~based, at~~

~~least in part, on~~ as a combination of the topical score and the distance score, and

ordering the set of documents based, at least in part, on the overall scores.

15.   (canceled)

16.   (canceled)

17.   (original) The method of claim 1, wherein the documents are web pages.

18.   (original) The method of claim 1, wherein the documents are advertisements.

19.   (currently amended) A system, comprising:

means for determining a geographic location associated with a query;

means for determining a topic associated with the query;

means for determining a location sensitivity score that corresponds to a geographic range

associated with the ~~query or a user issuing the query~~ topic;

means for determining a distance score for each of a plurality of documents based, at

least in part, on the location sensitivity score and a distance between a geographic location to which the document is geographically relevant and the geographic location associated with the query; and

> means for arranging the documents based, at least in part, on the distance scores.

20.   (currently amended) A server device, comprising:

a document locator configured to:

> receive a search query, and

> identify a set of documents based, at least in part, on the search query;

a location component configured to:

> determine a geographic location associated with the search query,

> determine a topic associated with the search query, and

> determine location sensitivity data that corresponds to a geographic range

associated with the search query or a user that issued the search query topic; and

a ranking component configured to:

> determine topical scores for the set of documents based, at least in part, on the

search query,

> determine distance scores for the set of documents based, at least in part, on the

location sensitivity data, and distances between geographic locations associated with the

set of documents and the geographic location associated with the search query, and

> > rank the set of documents based, at least in part, on the topical scores for the set

of documents and the distance scores for the set of documents.

21.   (currently amended) The server device of claim 20, wherein the ranking

component is further configured to order the set of documents based, at least in part, on the

ranking of the set of documents.

22.   (previously presented) A method, comprising:

receiving a search query;

identifying a topic relating to the search query;

determining location sensitivity data that corresponds to a geographic range relating to

the identified topic;

identifying a set of documents based, at least in part, on the search query;

determining a geographic location associated with at least one document in the set of

documents; and

ranking the at least one document in the set of documents based, at least in part, on the

geographic location associated with the at least one document and the location sensitivity data.

23.   (previously presented) The method of claim 22, wherein the location sensitivity

data is determined based, at least in part, on a user profile associated with a user.

24.   (previously presented) The method of claim 22, wherein the location sensitivity

data is determined based, at least in part, on user behavior with regard to prior search results.

25.   (canceled)

26.   (previously presented) The method of claim 23, wherein the ranking at least one document in the set of documents is based, at least in part, on the geographic location associated with the at least one document and the geographic range for the identified topic.

27.   (currently amended) A system, comprising:

at least one server configured to:

receive a search query,

determine a topic associated with the search query,

determine location sensitivity data that corresponds to a geographic range relating to the search query or a user that issued the search query reflects a measure of relevance of geographically-based search results to the topic,

identify a set of documents based, at least in part, on the search query,

determine a geographic location associated with each document in the set of documents, and

score a document in the set of documents based, at least in part, on the geographic location associated with the document and the location sensitivity data.

28.   (currently amended) A method, comprising:

analyzing a target document to identify a topic for the target document and a geographic location associated with the target document;

identifying targeting information for a plurality of advertisements;

comparing the targeting information to the topic to identify a set of potential

advertisements;

determining a distance score for at least one advertisement in the set of potential

advertisements using a geographic location of an advertiser location associated with the one

advertisement and the geographic location associated with the target document;

ordering the set of potential advertisements based, at least in part, on the distance score of

the at least one advertisement; and

presenting at least some of the ordered set of potential advertisements <u>within the target</u>

<u>document</u>.

29.   (original) The method of claim 28, further comprising:

ranking the set of potential advertisements based, at least in part, on the comparing; and

wherein the ordering the set of potential advertisements includes re-ranking at least some

of the set of potential advertisements.

30.   (previously presented) The method of claim 28, wherein the geographic location

associated with the target document is based, at least in part, on a user that accesses the target

document.

31.   (currently amended) A system ~~for presenting advertisements relevant to a target~~

~~document~~, comprising:

means for identifying a topic for [[the]] a target document;

means for identifying a location associated with the target document;

means for identifying targeting information for a plurality of advertisements;

means for identifying a set of potential advertisements based, at least in part, on the

targeting information and the topic for the target document;

means for determining a distance score for at least one advertisement in the set of

potential advertisements using an advertiser location associated with the at least one

advertisement and the location associated with the target document;

means for ranking the set of potential advertisements based, at least in part, on the

distance score of the at least one advertisement; and

means for presenting at least one of the ranked set of potential advertisements within the

target document.